



Palmer West Student Presentation

Presented by

Marcus Strutz, DC

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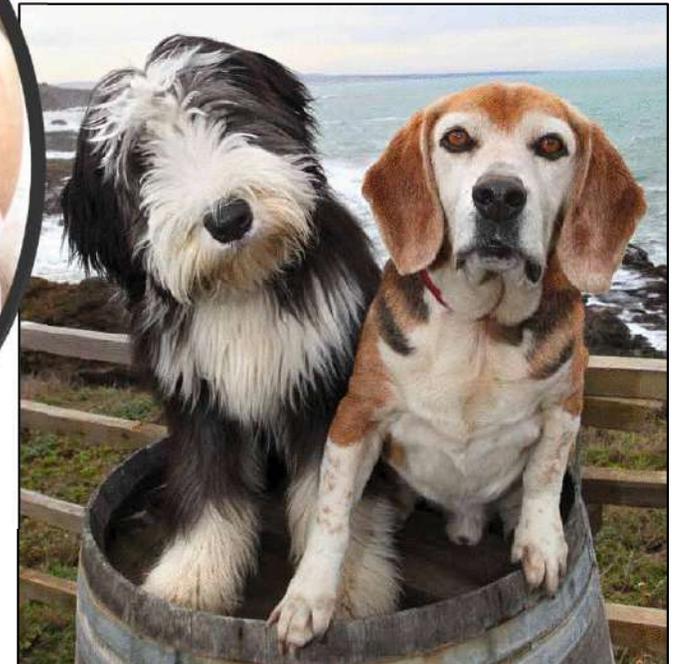
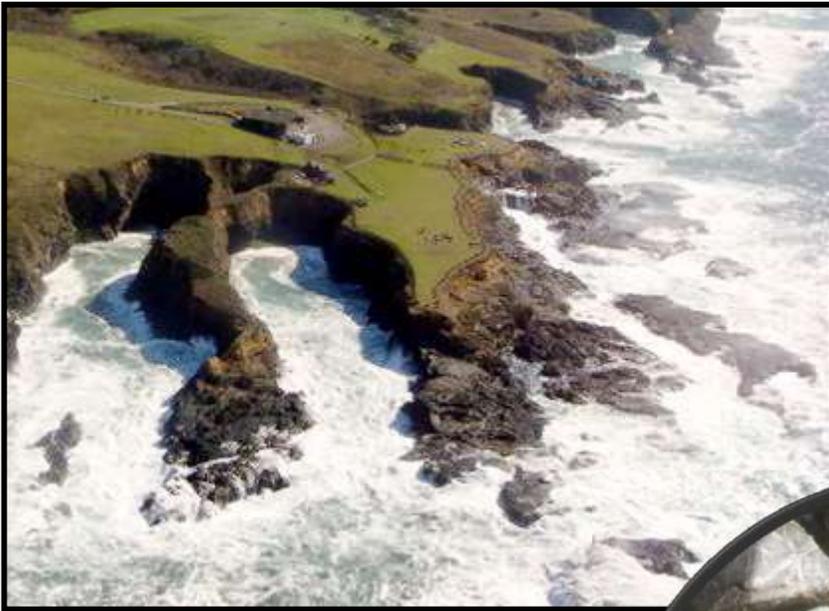
Life Chiropractic College West Graduate

June 1996, Summa Cum Laude

Professor Life Chiropractic College West, 1997-2002

- **Physiotherapy Rehab** (authored course manual)
- **Physiotherapy Modalities** (authored course manual)
- **X-Ray Physics** (authored course manual)
- **Philosophy I**
- **Philosophy V - Practice Management**
- **Microbiology Lab**
- **Spinal Biomechanics**
- **Systemic Physiology Lab**

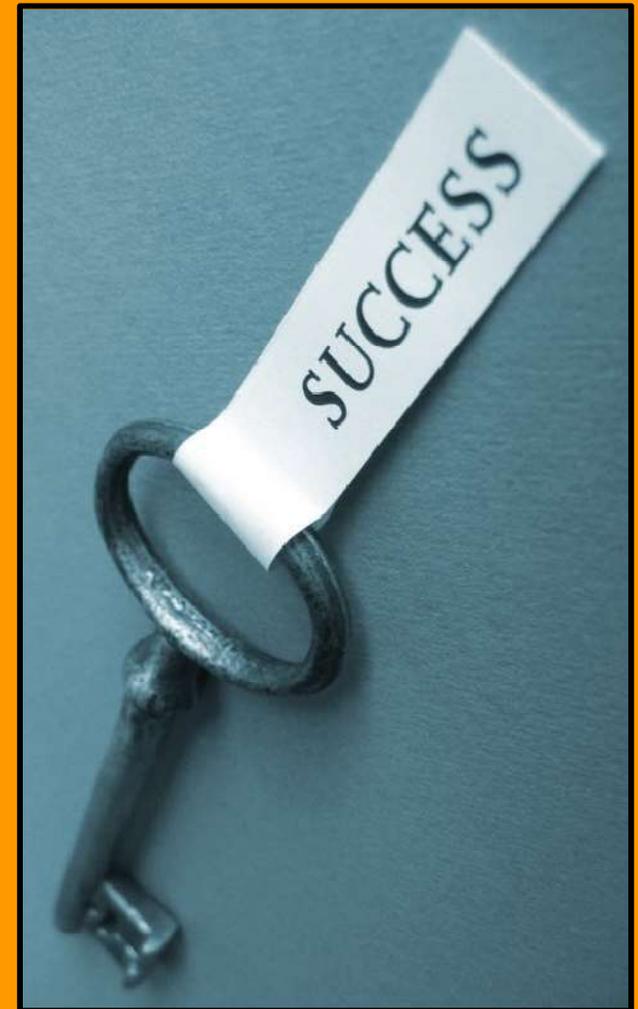
- **Private Practice, 2000-present Mendocino/Ft Bragg, CA**
- **CE Seminars, 2002-present:
Technique, Wellness (Pt Ed), Physiotherapy,
History Taking & Physical Examination Procedures**
- **Ghost Writer Practice Management, 2007-present**
- **National Board Review Instructor, 1999-2000
Dr. Irene Gold & Dr. John Donofrio**
- **Middle School Teacher Math & Science, 1989-1993**
- **Racquetball Club Pro & Weight Trainer
Walnut Creek, 1982-1987**
- **Father: Amuel Strutz DC Palmer Grad 1961**



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Top 10 Keys To Chiropractic Success

- 1. Practice Management, Business Skills**
- 2. Extraordinarily Excited To Help People**
- 3. Be Fair To Your Patients**
- 4. Great Bedside Manner**
- 5. Entrepreneurial Spirit**
- 6. No Excuses Attitude**
- 7. Passion For Chiropractic**
- 8. Willingness To Learn/Improve**
- 9. Communication With Patients**
- 10. Be A Great Adjuster**



The BIG 3!

- 1. Adjust**
- 2. Run the Office**
- 3. Educate your patients**

**Visit at least 10
offices**

Pricing?



How Many Patients Do I Need?

Pts/day	Fee	\$/day	\$/month	\$/yr
10	\$20	\$200	\$4,000	\$48,000
15	\$20	\$300	\$6,000	\$72,000
20	\$20	\$400	\$8,000	\$96,000
25	\$20	\$500	\$10,000	\$120,000
30	\$20	\$600	\$12,000	\$144,000

Pts/day	Fee	\$/day	\$/month	\$/yr
10	\$35	\$350	\$7,000	\$84,000
15	\$35	\$525	\$10,500	\$126,000
20	\$35	\$700	\$14,000	\$168,000
25	\$35	\$875	\$17,500	\$210,000
30	\$35	\$1,050	\$21,000	\$252,000

10	\$25	\$250	\$5,000	\$60,000
15	\$25	\$375	\$7,500	\$90,000
20	\$25	\$500	\$10,000	\$120,000
25	\$25	\$625	\$12,500	\$150,000
30	\$25	\$750	\$15,000	\$180,000

10	\$40	\$400	\$8,000	\$96,000
15	\$40	\$600	\$12,000	\$144,000
20	\$40	\$800	\$16,000	\$192,000
25	\$40	\$1,000	\$20,000	\$240,000
30	\$40	\$1,200	\$24,000	\$288,000

10	\$30	\$300	\$6,000	\$72,000
15	\$30	\$450	\$9,000	\$108,000
20	\$30	\$600	\$12,000	\$144,000
25	\$30	\$750	\$15,000	\$180,000
30	\$30	\$900	\$18,000	\$216,000

10	\$45	\$450	\$9,000	\$108,000
15	\$45	\$675	\$13,500	\$162,000
20	\$45	\$900	\$18,000	\$216,000
25	\$45	\$1,125	\$22,500	\$270,000
30	\$45	\$1,350	\$27,000	\$324,000

Who Do We Need As Patients

Need to get the word out about your office?

These are important people in your community who can easily spread the word. Make them your patients.

- **Hair Salon/Barber**
- **Dentist**
- **Grocery Store Clerk**
- **Bank Teller**
- **Post Office Clerk**
- **UPS/FedEx Driver**
- **MDs**

(yes find 2-5 MDs who get what you are doing & work with them, can be a great referral source)

The White Board

Did you know that 250,000 people DIE each year from IATROGENIC causes?

Point to the L5 vertebra on the anatomy chart.

Next week: What is the Patella?

Put a white board up in your office. Ask thought provoking questions that stimulate chiropractic conversation. Multiple choice, true/false, open ended, define big words, concepts, identify on a chart or x-rays all work well. Change it daily or weekly.

Activity

Things You Need To Know,

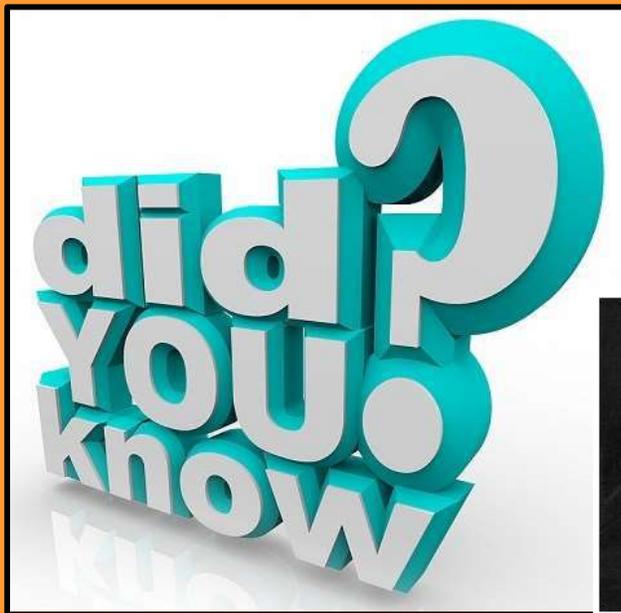
Frequently Asked Questions & Misconceptions

Make a list of the top 10 things you want to have your patients understand **BEFORE they start care.**

Brainstorm on answers & develop “scripts” for these questions. Include these on your initial intake form.

(Note: there’ll be overlap in these categories & that is okay.)

Make posters, hand-outs & post on your website.



Things You Need To Know, FAQs & Misconceptions

1. **What is chiropractic? How well does it work?**
2. **Chiropractic is an alternative to pharmaceutical drugs & surgery.**
3. **Chiropractic is licensed in all 50 states & is a 4 year postgraduate program.**
4. **When to choose chiropractic if you have pain or symptoms ~ Testimonials**
5. **Why can DCs help with so many different conditions?**
6. **Pain is a poor indicator of health.**
7. **Why do I hurt when nothing happened?**
8. **When to choose chiropractic if you don't have pain: wellness care.**
What are the non-pain benefits?
9. **There are many different techniques & specialty areas within chiropractic.**
10. **Care is like working out or physiotherapy, (needs to be done more than once).**
11. **Once I go, I'll have to go forever?**
12. **What is a chiropractic adjustment? How does it work?**
13. **Is chiropractic safe?**
14. **Does the adjustment hurt? Does it hurt afterwards?**
15. **Why is a visit or adjustment so short?**
16. **You can be sore after the first few visits and that is okay.**
17. **What is that popping sound?**
18. **Is the bone being popped back into place?**
19. **Are bones actually moving?**
20. **Why is the 1st adjustment so loud & all the rest not?**

Add more if you like, oh here's one, make sure they are crystal clear about the cost upfront, no surprises.

When To Choose Chiropractic If You Have Pain Or Symptoms ~ Testimonials

**Testimonials are great to have posted on your website
& in your office.**

**Patients like to read about your success cases it makes them feel
better about their own care**

& boosts their confidence about **YOU.**



Activity

Patient Education: When To Choose Chiropractic! Pain & Symptom Based

This should be part of your initial intake form:

Make a list of your top 20 common conditions that you care for in your office. These are your “bread & butter” high success rate cases. This list should be easily found on your office window, on your website, on your initial intake form & in your waiting room. Hmmm... he keeps saying that!



Common Conditions For DCs

Neck Pain

Headaches/Migraines

Shoulder Pain

Frozen Shoulder

Rotator Cuff

Elbow Pain

Wrist/Hand Pain

Carpal Tunnel Syndrome

Back Pain

Hip/SI Joint Pain

Sciatica

Knee Pain

Ankle/Foot Pain

Plantar Fasciitis

Arthritic Joints

Numbness/Tingling

Pinched Nerves

Bursitis

Fibromyalgia

Tendonitis

Motor Vehicle Injuries

Sports Injuries

Personal Injuries

Worker's Comp Injuries

Excerpts from the Initial Intake Form

(All of these are designed so the patient sees all the conditions & regions of the body you care for. It also begins to introduce the concept of wellness benefits.)

Reason Seeking Care: Pain/Injury Related YES NO

Wellness/Health Maintenance YES NO

Have you been to a chiropractor before? YES NO

Briefly describe that experience:

Did the last chiropractor adjust your spine? YES NO

If yes, was there a “popping” sound when they adjusted you? YES NO

Expectations of care:

How many visits to our office do you anticipate? _____

In our chiropractic office we provide many services for your health.

To get an idea of what you need please take the following survey.

How much time per day at home are you willing to commit to your goals?

_____hours _____minutes

Please score yourself from 1 to 10 below in each health category & then indicate if you are interested in receiving help in these areas. You can select as many or as few as you like.

Neck pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my neck pain: Yes No

Mid-back/rib cage pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my mid-back/rib cage pain: Yes No

Low back pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my low back pain: Yes No

Shoulder pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my shoulder pain: Yes No

Elbow pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my elbow pain: Yes No

Wrist/hand pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my wrist/hand pain: Yes No

SI joint pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my SI joint pain: Yes No

Hip joint pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my hip joint pain: Yes No

Knee pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my knee pain: Yes No

Ankle/foot pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my ankle/foot pain: Yes No

Myth Buster ~



I don't need a Chiropractor, my pain is gone. Pain is often the first thing to go in the healing process; think broken arm. Cancer & diabetes can develop for years before you're aware of symptoms. If you're feeling good couldn't you feel even better? Think dental care, oil change & proactive health! **Wellness care, adjusting areas that don't hurt?**



Activity

When To Choose Chiropractic Wellness Care!

This should be part of your initial intake form:

Make a list of the top 20 wellness (non-pain or symptom) benefits of chiropractic care. This list should be easily found on your office window, on your website, on your initial intake form & in your waiting room.

Hmmm... he said it again!



Wellness (non-pain or symptom) Benefits Of Chiropractic Care

Put this list on initial intake form.

Activities Of Daily Living

Athletic Performance

Balance

Blood Pressure

Breathing Measurements

Decreased Stress

Fewer Colds

Increased Flexibility

Increased Range of Motion

Improved Digestion

Improved Posture

Improved Sleep Patterns

Increased Energy

Neurological Test Improvements

Orthopedic Test Improvements

Pulse

Respiration Rate

Strength

Prevention of Surgery

Weight Loss BMI

Mental Clarity

Attitude Improvement



Once I go, do I have to go forever? **NO!**

Be sure that this is on your initial intake form. We DON'T want the patient to be worried about this. Give them a prognosis & time table for their condition & then an option for wellness care.

They should only come in as long as they want the benefits of chiropractic care. So we must educate them about the wellness benefits of care.

Analogies: exercise, diet, dental care, car tune-up. All of these are done on a maintenance level as well. Ask the patient why they do these things. Let them know that chiropractic isn't just about eliminating symptoms, it's about gaining, maintaining & improving ones health.



What Is A Chiropractic Adjustment? How Does It Work?

Bend your finger back until it's painful. A biopsy won't reveal a tumor, infection or any lesion. But releasing the finger & letting it return to its "position of comfort" will allow the pain to subside. We need to think about low back pain in a similar way -functionally. 97% of back pain seen by primary care physicians is mechanical in origin -there's something wrong with the muscles, ligaments or connective tissues.

Physician & Sports Medicine, 1997.

Does The Adjustment Hurt?

Depends who you ask & the condition of the patient.

**The actual adjustment itself, while it is happening,
(which is less than 1 second)**

**may feel sudden, startling, compressive & uncomfortable,
but usually do not cause pain & if so just for a moment.**

Many say it doesn't hurt at all.

**Some may say it hurts if they have acute muscle spasms or
inflammatory chemical build-up.**

**Remember the patient may anticipate pain, so debriefing
them is important.**



Does It Hurt Afterwards?

Inform the patient that after an adjustment they may be sore regardless of the stage of healing. This can last 1-3 days & is **NORMAL. Why? During the acute stage due to ↑ inflammation, during the chronic stage by releasing trapped chemicals & starting new inflammation. This chemical flow (old-out, new-in) is essential for tissue healing. If you don't explain this, patients will leave thinking you hurt them.**

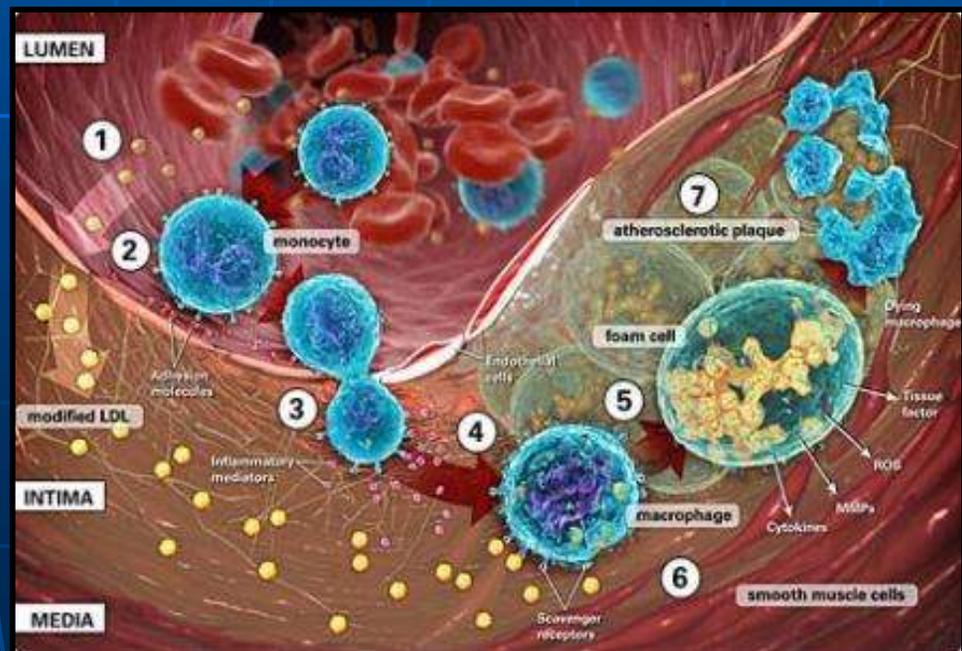
Differentiate between hurt & injured so you & the patient are talking about the same thing. The last DC hurt me? Was something broken/torn or were you just really sore?

Inflammation & Pain:

Does the patient think these are good or bad things?

Remember the acute inflammatory process is what helps heal the tissue. If we could remove all the inflammatory chemicals the tissue would **NOT** heal. Have pt pinch themselves then release. Severity of pain does not always correlate with severity of injury.

Ex. Calf cramp, paper cut, bumping your elbow.



Why Is A Visit Or Adjustment So Short?

Often patients think a chiropractic visit is too short. They equate length of time of a visit with effectiveness. Explain to them **BEFORE** their 1st adjustment why visits are quick. YES they need to learn about Golgi tendon organs & their response to a quick chiropractic adjusting thrust. Make the shortness of the visit a **positive versus a negative.**



“I was in there for 2 minutes, he didn’t do anything!”

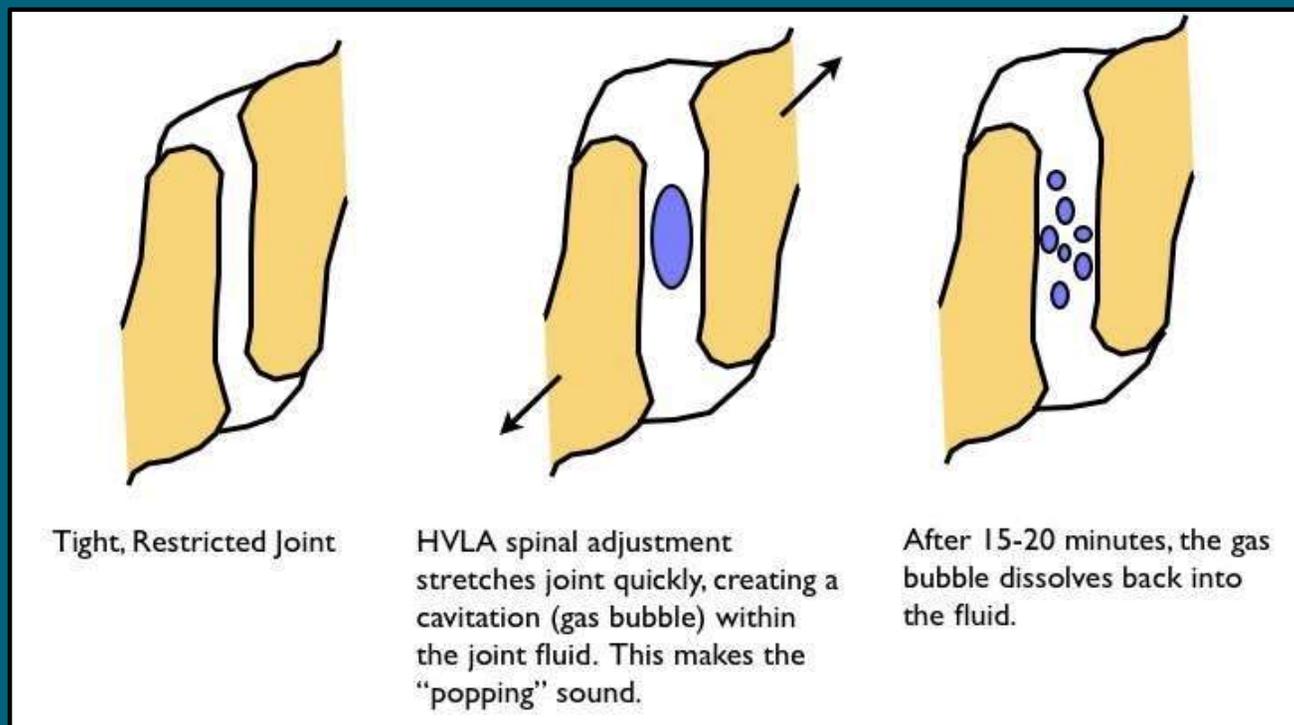
What's That "Popping" Sound?

Is the bone being popped back into place?

Synovial fluid in your joints contains oxygen, nitrogen and carbon dioxide gases. When a joint is adjusted the joint capsule is stretched & the joint volume is increased by as much as 15-20%. This creates a partial vacuum & the gas rapidly releases due to the pressure change.

(Similar to Boyle's Law, 1662).

The gas takes about 20 minutes to return to the synovial fluid & then it could be "popped" again.



The Missed Adjustment

Patients feel like you failed if there is no sound.

The truth is the joint was not gapped far enough to cavitate. This occurs because the soft tissue is too tight to allow for the cavitation **OR** the DC...

The patient wants to hear the “pop” & get that rush from the endorphins being released.

Let them know the joint still moved & muscles did relax. An active ROM exam will demonstrate this.



No Audible?

Pt: “I guess it didn’t need to be adjusted.”
or they think the joint didn’t move at all.

Try this: Crack a knuckle in your finger & show the patient how far it moved. Then do it again & show pt that the joint moves the same distance regardless if it “pops”.



Myth Buster

My back is out, can't you just put it in?

Backs DO NOT go in & out. Chiropractors **DO NOT** realign the spine, we increase the range-of-motion. An x-ray would show your spine in the exact same place before & after an adjustment.

Why? The spine is held together with ligaments, that **DO NOT** instantly change length.

Chiropractors adjust “subluxated/fixed” jts, which allows the jt to move through a greater ROM.

Imagine how many pts you would have injured in your Chiro college clinic days if the bones did change position.

Are Bones Actually Moving?

Bend your finger & let it go.

Does it stay misaligned? NO! Why not?

**Soft tissue DOESN'T change length instantly,
nor does it after an adjustment!**

Did the bones move?

Yes, but they returned to their neutral position.

**The patient needs to understand this, so they do NOT continue to
think the bone is moving back “in”!**

Crack all your knuckles. Do they become misaligned? NO!



Misalignment Misconception

Questions to ask your patients to better understand chiropractic care:

DCs question: Which area for pt #1 and #2 need to be adjusted?

Patient: Pt 1 does not need an adjustment, Pt 2 at the misalignment

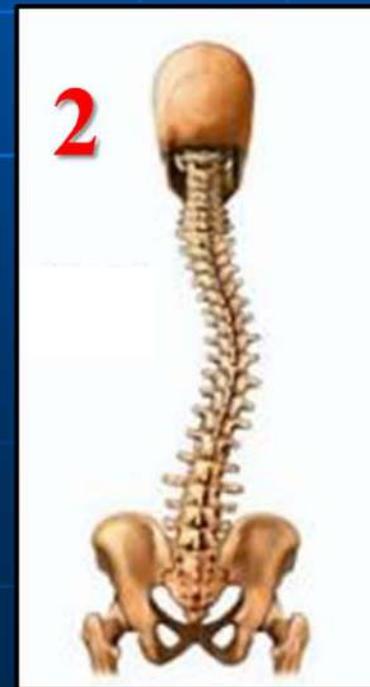
DCs question: Which patient is in the most pain?

Patient: Pt 1 has no pain, Pt 2 has pain as they have a crooked spine

DCs question: Is it possible for patient #2 to be pain free?

Patient: no they have a crooked spine

And now you get to explain the real answers!



More Questions

DCs question: Did pt #1 or #2 get hit by a car?

Patient: no way as Pt 1's spine is straight, Pt 2 looks like they got hit

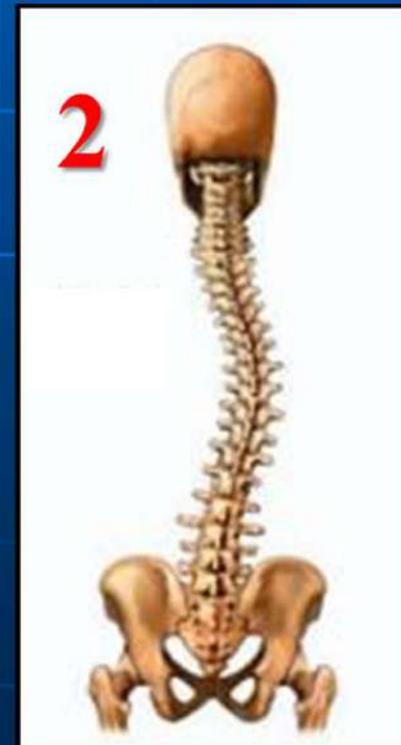
DCs question: Can pt #2 be realigned with one adjustment?

Patient: yes often one chiropractic visit pops the spine back in place

DCs question: If pt #1 is pain free & moving normal, do they need care?

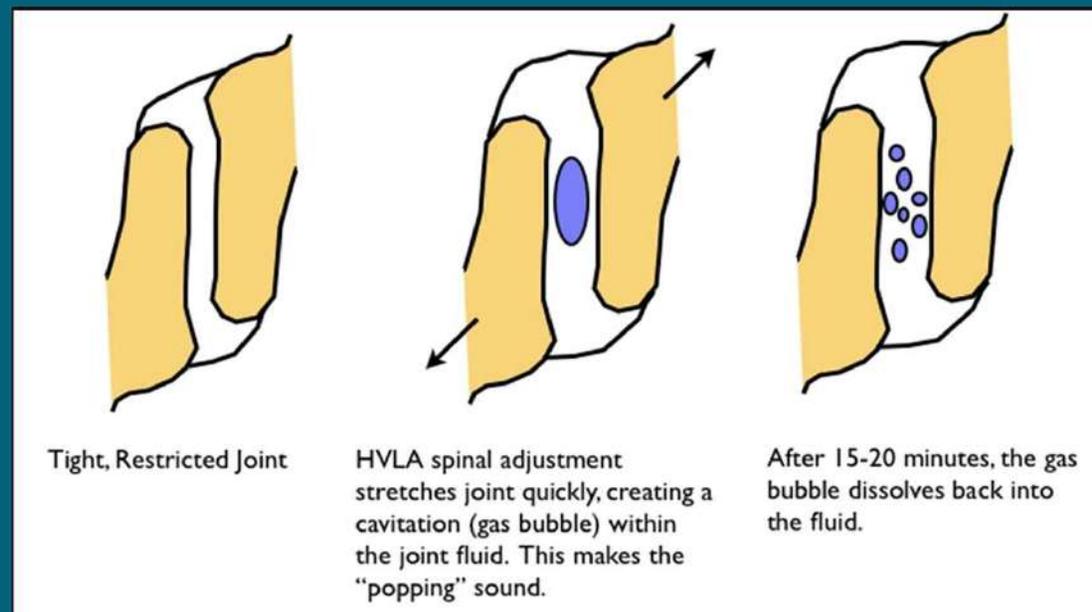
Patient: no, everything is fine

And now you get to explain the real answers!



Why Is The 1st Adjustment So Loud?

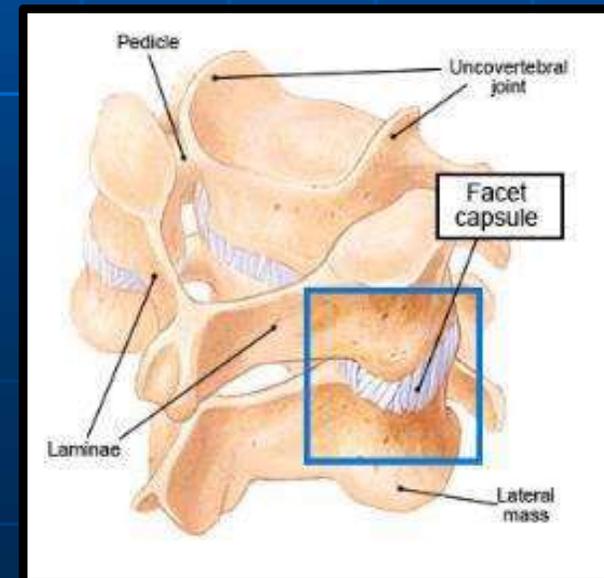
The joint capsule volume change is typically greatest on the 1st adjustment, as it has never been adjusted & will likely have tighter muscles & more adhesions. The sound on subsequent adjustments **SHOULD** be less & is a good indicator that the joint is moving more efficiently. Tell your patient you **EXPECT** there to be less noise **NOT** more & that this is a good thing. Otherwise they will think you failed or are not trying or don't care.



Did you get “It”? “I got it”

Pts **DO NOT** know what “it” is, so be careful what you say! They likely have no idea what a joint complex is or how it functions.

A small word like “it” needs to be defined in your office so when we do use the word the patient knows what we are referring to & that we are communicating effectively.

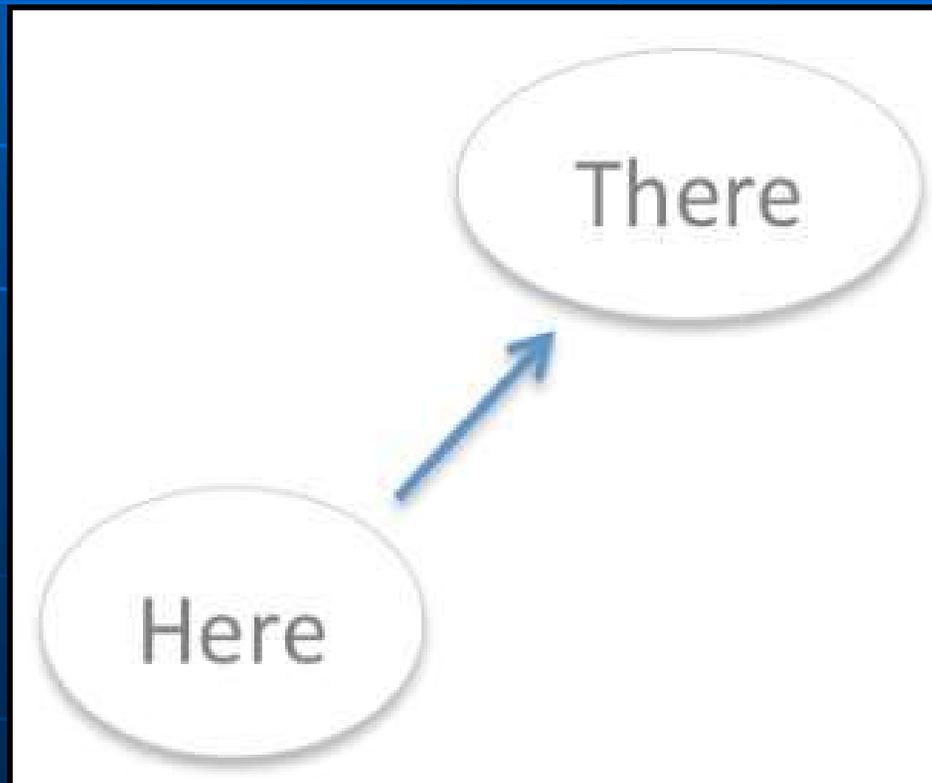


Watch What You Say!

Did “it move”? Is “it” in? These phrases imply that the bone moved from “here to there”. When in fact the bone moved from “here to here”.

Few things in our world move from here to here!

The bone has **NOT** moved to a new location. Instead the joint can now move through a more complete ROM.



Myth Buster ~

**I can crack my own spine
so I don't need to go?**



When you self adjust you're likely moving the joints that are easy to move or hypermobile.

Typically you aren't adjusting the correct joint, it feels good for a moment (endorphins release & muscles relax) but you'll have to repeat the process multiple times in a day.

Fact: DC's choose to get adjusted by another DC instead of doing it themselves.

Back To Chiropractic Resource Pages

Chiropracticpedia Informational website for chiropractic patients

Free Materials Over 200 files: Posters, newsletters & more

Adjusting & Office Skills Free help from DCs that care

DCs Looking For DCs Looking to hire, or for a job?

Chiropractic Neurologists

Classifieds Looking to buy or sell a Practice

Memorials Tributes to great DCs who have passed

Marcus Strutz DC

Back To Chiropractic CE Seminars

33000 North Highway 1

Ft Bragg CA 95437

707.972.0047

